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NEWSPAPER

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Dan Cortese (the guy in the shades) stars in Burger King's new spots.

Burger King takes a gamble with ads

By Scott Hume

Burger King targets the video generation with "BK TeeVee," its most important ad campaign since the ill-fated "Sometimes you gotta break the rules" three years ago.

The fast-paced, youth-oriented TV spots, which broke Oct. 1, are a departure in style for Burger King Corp., but what makes the gamble more significant is how much is riding on the success of this latest repositioning for the No. 2 hamburger chain.

Hanging in the balance are D'Arcy Masius Benton & Bowles' hold on the $150 million account; the credibility of Exec VP-Brand Strategy Sidney Feltenstein, who has been promising uneasy franchisees "breakthrough" ad creative this fall; and one of Burger King's most important new menu products ever, the Dinner Basket program that starts Oct. 18.

That's a lot of responsibility to place on the shoulders of one 25-year-old with an earring and backward baseball cap, but Dan Cortese, host of "MTV Sports," has been asked to carry it.

Mr. Cortese is the star and soul of the new campaign, featured in each of the 16 new spots presented to franchisees late last month.

But he should feel right at home

(Continued on Page 42)

Perot packs punch in return to race

Candidate has a new agency, cash and half-hour network TV commercials

By Steven W. Colford

Texas billionaire Ross Perot last week jumped back into the presidential race with a new agency, 30 ready-to-air TV spots and a budget big enough to buy as many half-hour commercials as the networks care to sell.

Ross Perot

The Perot campaign late last week scheduled half-hour network TV buys that will air Oct 6 at 8 p.m. (ET) on CBS, and Oct. 9 at 9:30 p.m. on ABC and at 10:30 p.m. on NBC.

The campaign was also negotiating for a half-hour of roadblock advertising that would simultaneously air on the Big 3 networks, said Murphy Martin, a former Dallas newsman heading Perot's agency, the 270 Group.

The 270 Group—which borrows its name from the number of electoral votes needed to win the presidential election—includes Dennis McClain, president of Temerlin McClain, the Bozell, Jacobs, Kenyon & Eckhardt-owned Dallas shop that handles American Airlines and J.C. Penney Co.

Several other Temerlin McClain employees are working for the 270 Group, along with freelancers and political consultants, Mr. Martin said.

The Perot campaign is ready to run 30-second, 5-minute and 30-minute spots, including footage shot by Hal Riney, the San Francisco adman

(Continued on Page 39)

Rivals hope to snatch Coke from Interpublic

By Melanie Wells

Interpublic Group of Cos.' longtime hold on Coca-Cola Co.'s ad business might be slipping, and a handful of competing agencies are gearing up to grab a piece of the business.

The agencies believe that accounts now handled by Interpublic shops are vulnerable and could open up as early as next year when longtime Coca-Cola USA President Donald Keough is scheduled to retire.

In recent weeks, Coca-Cola is known to have invited a New York shop that's not on its agency roster to informally discuss creative concepts for the company's brands.

At the same time, other agency executives are believed to be knocking on the soft-drink marketer's door, trying to squeeze their way in because they believe Coca-Cola is becoming more receptive to outsiders.

"Coke is going to re-examine [Interpublic's] position," said one executive who was encouraged by a friend close to the company to "get my card in there if I was interested."

Coca-Cola's $367.4 million in business is now locked up by Interpublic units McCann-Erickson Worldwide (Coca-Cola Classic and Coke II); Lintas:New York (Diet Coke and Tab); and Lowe & Partners (Sprite, Mello Yello, Minute Maid and Five Alive, among others).

But some ad executives are encouraged by several recent developments that they say indicate Coca-Cola is increasingly

(Continued on Page 41)

LAST MINUTE NEWS

D'Arcy may face trouble with Kraft Gen'l Foods

NEW YORK—D'Arcy Masius Benton & Bowles is facing increased pressure from longtime client Kraft General Foods, industry executives say. The scrutiny appears to center on four brands that represent about $36 million of D'Arcy's $85 million in 1991 Kraft General Foods billings: Louis Rich meat products, Lender's frozen bagels, Entenmann's baked goods and Boboli pizza shells. Headhunters last week reported being contacted by several D'Arcy account execs worried about a possible loss of the business. But a Kraft General Foods spokesman said "every indication I have is there are no accounts currently up for review,"

(Continued on Page 8)

INSIDE

Special Report looks at newspapers' future. **After P. 28.**

Brand Scorecard: A.C. Nielsen tracks winners and losers in 10 categories. **P. 16.**

Success, uncertainty mark IAA congress

By Nancy Giges and Dennis Chase

BARCELONA—In a time when ad industry conferences are shrinking, 1,040 delegates from 54 countries attended last week's International Advertising Association World Congress, illustrating the organization's growth and power.

But as new leadership takes control, there are concerns about the IAA's future direction.

Since the last meeting two years ago, the IAA has developed into an increasingly powerful pressure group fighting for freedom of commercial speech worldwide.

Outgoing IAA World President Roger Neill said the group has successfully "beat back the most radical proposals," such as a total tobacco ad ban faced in the European Community in 1990. The association has also battled ad bans and restrictions in other countries.

IAA MEETING

■ More IAA stories on Page 40.

Last week, the IAA launched its first-ever global pro-advertising commercial *(see Ad Review on Page 44)*.

Mr. Neill and Norman Vale, the IAA's New York-based director general, formed an effective team, some of those at the conference said.

But some key IAA officials are concerned that the organization's progress may stall. Last week, Mr. Neill turned over the presidency to Mustapha Assad, Paris-based president-ceo of Publi-Graphics Group, a Middle Eastern ad agency network.

Privately, some key advertising officials question Mr. Assad's commitment to aggressively pushing commercial speech goals rather than allowing the association to revert to its social club history.

There were signs that could happen even before the congress.

At a business meeting several days before the congress opened,

(Continued on Page 40)

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NEWS SUMMARY

- **International Advertising** Association's World Congress in Barcelona drew delegates from 54 countries. 1
- **Burger King's** new youth-oriented "BK TeeVee" ad campaign stars Dan Cortese, host of "MTV Sports." 1
- **Nissan's** introduction of its Altima model includes a cross-media deal with Capital Cities/ABC. 3
- **Trans World Airlines** is reviewing its estimated $45 million account, now at Avrett, Free & Ginsberg. 3
- **Procter & Gamble** is using an interactive product-sampling hot line for two of its soap and laundry products. 3
- **Coupon redemptions** hit 4.1 billion in 1992's first half, a record pace, according to NCH Promotional Services. 3
- **British Airways** will introduce the theme "Feeling good" in its first integrated global ad campaign this week. 4
- **Sears' plan** to divest much of its financial services business may not be enough to revitalize its merchandise group. 4
- **Pay raises** for midlevel agency executives will be small next year, an informal survey suggests. 10
- **Heinz** is pushing non-traditional uses for vinegar, a trend among household product marketers. 12
- **Hollywood** is bringing out some potential blockbusters in the traditionally slow early fall season. 20
- **Import beer** sales are rebounding. 38
- **Unilever** Chairman Michael Perry urged the ad industry to nurture and invest in brands and defend brand equities. 40
- **Ad agencies** must change before they become irrelevant to clients, several speakers at the IAA congress warned. 40
- **CBS** has cut ad rates on its TV coverage of Major League Baseball's post-season games. 44

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Exclusive Ad Age A.C. Nielsen market shares

BRAND SCORECARD

This report ranks 10 hot brands in 10 supermarket beverage categories.

Ground coffee

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Folgers	$569.6	-4.2	28.8	26.6
2	2	Maxwell House	349.3	-23.9	17.6	20.5
3	3	Hills Bros.	144.7	-1.4	7.3	6.6
4	4	Master Blend	130.1	-3.7	6.6	6.0
5	5	private label	102.2	-14.8	5.2	5.4
6	6	Eight O'Clock	74.9	-6.2	3.8	3.6
7	7	Chock Full O' Nuts	64.4	-11.7	3.3	3.3
8	8	MJB	58.6	-17.2	3.0	3.2
9	9	Yuban	54.6	-11.7	2.8	2.8
10	10	Chase & Sanborn	50.2	11.2	2.5	2.0
		Total ground coffee	1,979.4	-11.5	100.0	100.0

Dollars are in millions for 52 weeks ended June 27, 1992

While the ground coffee market continued to slide, Procter & Gamble Co.'s Folgers boosted its lead on Kraft General Foods' Maxwell House. Maxwell House also posted a 16% decline on an equivalized case basis. The only top 10 brand to show both dollar and unit volume growth was Nestle's value-price Chase & Sanborn.

Herbal tea

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Celestial Seasonings	$53.4	11.8	49.8	49.1
2	2	Lipton	23.1	2.7	21.6	23.1
3	3	Bigelow	15.5	9.4	14.5	14.6
4	4	Good Earth	6.0	13.6	5.6	5.4
5	7	Laci Le Beau	2.2	82.1	2.1	1.2
6	6	Traditionals	1.6	21.2	1.5	1.4
7	5	Stash	1.4	-8.4	1.4	1.6
8	8	Pompadour	0.6	-9.1	0.6	0.7
9	10	private label	0.5	34.4	0.5	0.4
10	9	Master Choice	0.4	9.0	0.4	0.4
		Total herbal tea	107.1	10.2	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Supermarket sales of herbal teas topped the $100 million mark this year. Despite its leadership position, Celestial Seasonings bagged a share increase, while chief rival Thomas J. Lipton Co. slipped and No. 3 Bigelow held steady. Beyond those three, regional and specialty teas populate the market, with mixed results.

Powdered soft drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Kool-Aid (unsweetened)	$190.7	1.6	30.6	29.5
2	2	Kool-Aid (sugar sweetened)	100.8	-5.3	16.2	16.7
3	3	Crystal Light (sugar free)	92.1	-0.5	14.8	14.5
4	5	Country Time (sugar swtnd)	59.1	0.5	9.5	9.2
5	4	Kool-Aid (sugar free)	53.6	-11.4	8.6	9.5
6	6	Gatorade (sugar sweetened)	33.7	-4.8	5.4	5.6
7	7	private label (sugar swtnd)	28.4	9.4	4.5	4.1
8	8	Wyler's (unsweetened)	20.5	-2.4	3.3	3.3
9	9	Country Time (sugar free)	12.6	-15.9	2.0	2.4
10	10	Wyler's (sugar sweetened)	10.9	-15.3	1.8	2.0
		Total powdered soft drinks	623.7	-2.0	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Kraft General Foods dominates the market for powdered soft drinks, with its Kool-Aid, Crystal Light and Country Time brands. Though unsweetened Kool-Aid posted an increase, the Kool-Aid portfolio maintained a nearly identical 55.4% share. Outperforming the brand names, as they have in other categories, were private labels.

Frozen juices & drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$536.0	-5.2	30.7	31.4
2	2	Minute Maid	387.8	-2.6	22.2	22.1
3	3	Welch's	168.6	10.7	9.7	8.5
4	4	Tropicana	121.8	-12.8	7.0	7.8
5	5	Dole	100.3	3.5	5.7	5.4
6	6	Citrus Hill	76.7	-16.3	4.4	5.1
7	7	Seneca	64.4	-5.7	3.7	3.8
8	8	Bacardi	48.1	2.4	2.8	2.6
9	9	Five Alive	21.5	-15.4	1.2	1.4
10	10	Florida Gold	20.8	-9.8	1.2	1.3
		Total frozen juices & drinks	1,744.2	-3.1	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992

Frozen juice sales have cooled off. In a category squeezed by recession, the only significant gains were posted by Welch's fruit juice line. Coke Foods' Minute Maid held its position as No. 1 brand, but its chief orange juice rival, Tropicana, lost share. Even the leading player in this category, private label, lost dollars and share.

Coolers*

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Bartles & Jaymes	$88.7	-4.7	45.0	43.8
2	2	Seagram's	75.5	-9.4	38.3	39.2
3	3	Bacardi Breezer	19.6	-2.4	9.9	9.4
4	4	Sun Country	3.3	-23.6	1.6	2.0
5	6	Franzia	2.2	-23.9	1.1	1.4
6	5	California Cooler	2.0	-44.0	1.0	1.7
7	7	White Mountain Cooler	1.8	-18.8	0.9	1.0
8	12	Everclear	1.1	247.5	0.6	0.2
9	8	Champale	0.9	9.1	0.5	0.4
10	9	Yago	0.6	-8.7	0.3	0.3
		Total coolers	197.3	-7.2	100.0	100.0

Dollars are in millions for 52 weeks ended July 11, 1992
*In grocery stores with annual sales greater than $4 million.

The once-trendy cooler category has not been able to support a boom in new products. Overall category sales fell last year. Suffering worst were smaller products, as well as the brand that invented the market, California Cooler. Newcomer Everclear, from David Sherman Corp., made a small splash with its "passion" products.

Soluble coffee

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	3	Taster's Choice	$156.3	0.4	18.6	17.8
2	1	Folgers	142.9	-11.0	17.0	18.4
3	4	General Foods International	141.4	23.3	16.8	13.1
4	2	Maxwell House (unflvrd)	139.2	-11.0	16.6	17.9
5	5	Nescafe	59.2	-5.9	7.0	7.2
6	6	Sanka	49.8	-14.9	5.9	6.7
7	7	private label (unflvrd)	23.5	-3.3	2.8	2.8
8	8	Folgers Special Roast	22.1	-6.5	2.6	2.7
9	9	Taster's Choice Gourmet Roast	16.2	-7.7	1.9	2.0
10	10	Hills Bros. (unflavored)	13.1	-24.4	1.6	2.0
		Total soluble coffee	840.3	-3.9	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

Taster's Choice has been making waves with its serial-style ad campaign. But the real news may be that the Nestle brand last year leapfrogged Folgers and Maxwell House to become the leader in the instant coffee market. Spouting good news, too, is General Foods' International coffee line, which added new flavors.

Liquid tea

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Lipton	$19.9	-12.7	27.3	41.5
2	2	Snapple	18.0	245.9	24.8	9.5
3	4	Nestea	9.0	128.9	12.4	7.2
4	3	Ssips	5.6	16.2	7.7	8.8
5	5	private label	2.9	8.2	4.0	4.9
6	9	Sani Dairy	1.5	32.6	2.0	2.0
7	6	Clover Farms	1.4	0.7	1.9	2.4
8	18	Mistic	1.3	253.6	1.7	0.6
9	7	Tetley	1.1	-7.9	1.6	2.3
10	10	Turkey Hill	0.9	-3.9	1.3	1.7
		Total liquid tea	72.8	32.5	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

With new products pouring onto the scene, the market for ready-to-drink iced tea is booming. Lipton's tea product continues to lead the category, but it is challenged by a refrigerated Nestea line from the Coca-Cola/Nestle joint venture, and by Snapple Beverage Co.'s flavored iced teas. And more competitors are coming.

Bottled water (sparkling & still)

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	private label	$106.2	7.9	12.8	12.9
2	7	Clearly Canadian	99.5	242.4	12.0	3.8
3	2	Arrowhead	70.5	3.6	8.5	8.9
4	3	Evian	55.5	-2.2	6.7	7.5
5	5	Poland Spring	43.4	-6.9	5.3	6.1
6	4	Sundance (regular)	39.7	-24.4	4.8	6.9
7	6	Calistoga	31.7	0.2	3.8	4.1
8	8	Perrier	27.8	-0.7	3.4	3.7
9	9	Deer Park	20.2	-2.6	2.4	2.7
10	11	Ozarka	16.0	-2.4	1.9	2.1
		Total bottled water	826.2	8.5	100.0	100.0

Dollars are in millions for 52 weeks ended June 13, 1992

It's no surprise both Pepsi-Cola Co. and Coca-Cola Co. are exploring the market for clear beverages: Largely on the strength of the Clearly Canadian line, the bottled water market is up $65 million in the last year. But although sweetened, flavored waters are hot, supermarket sales of Evian and Perrier have gone flat.

Refrigerated juices & drinks

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	1	Tropicana	$687.8	2.3	23.2	25.1
2	2	Minute Maid	500.6	4.3	16.9	17.9
3	3	private label	443.6	11.4	15.0	14.9
4	5	Sunny Delight	216.0	31.6	7.3	6.1
5	4	Citrus Hill	145.8	-13.0	4.9	6.3
6	6	Dole	100.7	6.6	3.4	3.5
7	7	Florida's Natural	84.3	25.8	2.8	2.5
8	34	Hi-C	53.9	782.2	1.8	0.2
9	14	Hawaiian Punch	42.9	112.9	1.5	0.8
10	10	Chiquita	40.4	50.1	1.4	1.0
		Total refrigerated juices & drinks	2,961.2	10.7	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

In announcing plans to kill the Citrus Hill brand, P&G said it wanted to focus on other brands like Sunny Delight and Hawaiian Punch, where it saw greater growth potential. The numbers offer a reason for that decision: Sunny Delight has passed Citrus Hill as the No. 3 brand. Other smaller brands also have helped expand this category.

Non-alcoholic beer

Rank '92	Rank '91	Brand	Sales to date 1992	Sales to date % chg	Market share 1992	Market share 1991
1	2	O'Doul's	$34.7	67.0	27.3	21.9
2	1	Sharp's	31.3	13.4	24.7	29.2
3	NA	Coors Cutter	12.7	NA	10.0	NA
4	3	Kingsbury	5.7	-25.9	4.5	8.1
5	30	Old Milwaukee N.A.	5.1	NA	4.0	0.2
6	5	Pabst malt beverage	3.8	-1.8	3.0	4.1
7	8	Clausthaler malt beverage	3.6	29.1	2.8	2.9
8	4	N A	3.5	-11.3	2.8	4.2
9	9	Malta Goya malt beverage	3.5	28.6	2.8	2.9
10	6	Kaliber	3.4	-10.3	2.7	4.0
		Total non-alcoholic beer	126.9	34.0	100.0	100.0

Dollars are in millions for 52 weeks ended July 18, 1992

Non-alcoholic beers have tapped into a hot consumer trend; though still small, the category's strong sales increases are in contrast to declines in the overall beer market. Anheuser-Busch's O'Doul's and Miller Brewing Co.'s Sharp's continue to lead, but Coors Brewing Co.'s 1991 entry, Cutter, now is the No. 3 brand.

Source: Data from A.C. Nielsen ScanTrack represent market share in supermarkets with annual revenues greater than $2 million. **AA analysis:** Julie Liesse. **AA chart:** Kevin Brown. **Notes:** Percent change is computed on previous year sales figures, not shown.

Supermarkets flock to 'in-ad' coupons

Distribution through circulars and in-store fliers leaps 700% in 2 years

By Jennifer Lawrence and Scott Hume

Trade allowances have a new face: the "in-ad" coupon.

The number of manufacturers' coupons distributed by supermarkets through their own ad inserts, or in-ads as they are called in the trade, has increased 700% in the past two years. That jump represents the largest increase in any coupon distribution method during that period, according to CMS, a coupon management and tracking company.

In-ad coupons most often appear in supermarkets' weekly newspaper circulars or in in-store fliers. While the coupons are paid in full or partially by the manufacturer, supermarkets pay for placing the coupons, which can only be redeemed at the store issuing them.

And despite marketers' constant determination to reduce couponing and cut back on trade promotion budgets, in-ad couponing is booming. In-ad coupons represented 5% of total coupon distribution in 1991, pushing that method to third place, ahead of run-of-press newspaper coupons (3%) and behind direct mail (6%) and free standing inserts (82%), according to CMS.

"We use them quite a bit because they are such a good value —often up to $1 off," said an advertising executive with a major Northwestern grocery chain. High-value coupons have an impact on consumers and draw in shoppers, he said.

Cereal marketers have taken on in-ad coupons "big time," said another retailer. He believes some manufacturers prefer to give trade money for retailer coupons rather than discounted prices.

Manufacturers "limit their liability and avoid forward buying," he said. "I'm working on [an in-ad coupon] now for Kellogg."

If executed responsibly, in-ad coupons can be a win-win-win for consumers, retailers and manufacturers, said Jeffrey M. Hill, cofounder of Meridian Consulting Group.

"From the manufacturer's perspective, in-ad coupons ensure that trade funds are spent directly against the consumer," Mr. Hill said. "From the retailer perspective, in-ad coupons offer a kind of proprietary price incentive to their consumers. For consumers, in-ad coupons are no different from other coupons and are just another way to get a reduced price."

JOHN HALL

Industry executives say in-ad couponing is cyclical—coming into favor about every 10 years. In-ad coupons are thought to gain in popularity as manufacturers focus more on trade deals and less on consumer promotions. But this time, their rise may be more permanent than cyclical.

"Increased activity in in-ads has been cyclical before, in part because they're a pain in the neck to control," said Kris Prasad, CMS marketing research manager. "A supermarket can run off circulars, print as many as it needs and stack them by the door, and those coupons become the manufacturer's liability.

"But we're not seeing that cyclicality this time. I think we'll be seeing a longer cycle this time or even a sustaining cycle. Manufacturers like them because their sales force likes them."

A CMS study shows that redemption of 139 million in-ad coupons represented a 73% rise in 1991 over 1990, though the overall redemption rate slipped to 2.5% from 2.9%.

An estimated 85% of retailers use or have used in-ad coupons in the past year, said Jane Perrin, senior VP for NCH Promotional Services, Dun & Bradstreet Corp.'s coupon processing division. And she points to Donnelley Marketing's report that 66% of manufacturers used in-ads, up from 60% in 1989.

"The in-ad numbers were certainly up in 1991, and we haven't seen anything to suggest usage is leveling off or declining," she said. "I think manufacturers feel better about in-ads than simply giving retailers allowance money with no performance."

In-ad coupons make a degree of sense, said Kevin Price, senior partner at Marketing Corp. of America, a marketing services consultancy.

"The trade is always demanding more, and you basically have two choices: throw more money at the trade with no guarantee of meaningful results or put money behind a program designed to move more product out the front door," Mr. Price said. "In the latter case, both the manufacturer and the retailer win—as is the case with in-ad coupons."

Said Mr. Prasad: "Trade spending is rising, and what is happening [with in-ads] is a reaction: If manufacturers are going to be giving more money to retailers, they are expecting to see more done with it."

Still, in-ad coupons have problems—namely difficulty in obtaining distribution and redemption numbers since retailers hold much of the control.

The rapid growth of in-ads has caused some problems for coupon processors, said NCH's Ms. Perrin, because of variations in how coupons are presented and handled.

"You'll have retailer coupons that say 'three cans of green beans for $1.69' but without" a savings amount for the consumer, she said. "Or a retailer will get his money upfront from the manufacturer and then destroy the [redeemed] coupons without processing them. There are variations in how coupons are designed and put through the system that need to be addressed."

In-ads' rise is expected to put increased pricing pressure on FSI distributors, which control 82% of coupon distribution.

"The FSI marketers are getting smart," said CMS' Mr. Prasad. "I've seen prices coming down substantially. Where they were maybe $7.50 per 1,000, I've heard of cases where prices are $5.50 per 1,000.

"But I think FSIs will remain dominant [because they] are more efficient and more effective." □

Crest, MLB link to help kids

CINCINNATI—Procter & Gamble Co. today breaks a page ad in *USA Today* to introduce the "Caring Team of Athletes" sponsored by Crest toothpaste.

The Major League Baseball Players Association last week announced formation of the team of 26 prominent players whose batting performance will trigger donations to the Caring Program for Children. The program provides free healthcare benefits to children whose families don't qualify for public assistance.

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